

C.R.C.

**COLLEGE RADIO
CORPORATION**

~~545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865~~
14 WEST 45th STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

one
10/11/54
because
refused
of Vocational
Office

September 30th, 1954

Miss Camilla Davis
Manager, Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Miss Davis:

Thank you for your letter of the 27th.

We can well appreciate your feelings with respect to the scheduling of the "Career Hour" programs in view of the fact that so far your station has only one participating advertiser signed.

We suggest two alternatives for your consideration: first, make the "Career Hour" a fifteen-minute program daily, five days a week. This will at least keep the program going daily and allow us to attempt to sign additional advertisers for you.

If this too is impossible, then schedule the "Career Hour" just one night a week (but the same night week after week.) Advise us of your new schedule, and we will see if we can get approval for it from American Airlines.

Cordially,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.
Robert R. Vance, Jr.

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